

City of Twentynine Palms
 Treasurer's Report
 February 29, 2004

Depository	Term	Matures	Interest Rate	Amount	Market Value
Petty Cash	On Hand		N/A	\$520	\$520
PFF Bank & Trust					
Checking account	Demand		0.99%	\$138,833	\$138,833
Pacific Western					
Payroll Account	Demand		0.65%	\$160,928	\$160,928
Local Agency Investment Fund	Demand		1.44%	\$5,879,653	\$5,879,653
Total City Funds				<u>\$6,179,934</u>	<u>\$6,179,934</u>
Funds Held in Trust:					
Employee deferred compensation	N/A		N/A	<u>\$339,894</u>	<u>\$339,894</u>
Total Funds in the Treasurer's Custody				\$6,519,828	\$6,519,828

THE TWENTYNINE PALMS CHAMBER OF COMMERCE AND VISITORS BUREAU

MONTHLY REPORT

March 2004

RECAP OF THE MONTH

Winter visitors remain frequent patrons of our offices. We are now seeing results from the Chamber's increased and expanded marketing activities. Visitors, who might not have otherwise considered Twentynine Palms a destination, have been drawn by news of the recent wildflower explosion and by promotion of the mural project.

Many visitors continue to find us because of their interest in Joshua Tree National Park. These visitors then become intrigued by surrounding wilderness areas as well as the murals and the many historic sites in our area.

The Chamber recently assisted groups of visitors who converged to see, photograph and catalog our fabulous crop of spring wildflowers.

Inquires about local real estate and development continue to arrive steadily.

Community support for our deployed troops remains high with several local businesses "adopting" military units.

Marketing efforts have begun to pay off as travelers report finding Twentynine Palms listed in many and various publications and on a wide variety of websites.

VISITOR SERVICES

New information/publications available in the Visitor Center include:

- Mojave National Preserve maps
- Spring 2004 RV Journal
- A Consumer's Guide to Auto Repair booklets
- State of California Dept. of Insurance Fraud booklets for employers
- MCCS Sponsorship Opportunities brochures
- MAGTFTC Economic Impact Statement 2004
- Community Development Dept. brochures re: Manufactured and Mobile Homes
- Updated city demographics brochures
- Flyers for Hazardous Waste Collection and CRT Recycling opportunities for residents
- Small Business Resource book for Orange, Riverside and San Bernardino Counties, 2004 Edition published by the U.S. SBA and

provided through Inland Empire Small Business Development Center

- Updated SBDC brochures for business owners
- JTNP Art Festival flyers
- Street Fair sponsor, vendor and car show entry forms
- Rotary Club Bike-A-Thon entry forms
- Youth Club "Brunch With the Mayor" flyers

Gift shop -

Mural post cards continue to be our most popular item. Consignments are accepted from Chamber members.

Customer contacts during March 2004:

Phone Calls: 495

Visitors: 344

Visitor/Relocation Packets: 18

MEMBER SERVICES

During March 2004:

- 2 new members
- 3 renewals

Membership currently totals 240.

Note: Most member renewals occur during July of each year.

Employer Posters

Required employer posters are now available for purchase at the Chamber office. These posters are required for every California employer. Poster sets are priced significantly below regular retail.

Networking Opportunities:

The Chamber's March mixer was hosted by 29 Palms Rotary Club at Theatre 29. The April 15, 2004 Mixer will mark the groundbreaking for Action Council's Bucklin Memorial Park in downtown Twentynine Palms.

Complaints Mediation

Four requests for complaint mediation were received during March.

1. Local computer store did not perform backup prior to attempting computer repair. This complaint was withdrawn by the complainant the next day after talking with the business owner when less emotion was involved.

2. A complaint was received from a customer who was not allowed to pay for their returned check after the business owner submitted it to the District Attorney's office for prosecution. The complainant was advised that the business owner was following procedures required by the D.A.'s office.

3. A complaint was received regarding the number of electric carts available for handicapped patrons of Stater Bros. The Chamber contacted Retail Operations for the parent company to advise of the complaint and gather information. The complainant also contacted Stater Bros. Home office as well as several local government and quasi-government offices. The complainant felt satisfied after an area organizations concerned with handicapped citizens rights took interest.

4. A customer who purchased a transmission from a local wrecking yard felt that he was being defrauded because he couldn't exercise the warranty on the transmission because he couldn't afford to have it removed from his car in order to return it to the merchant for replacement. After consulting the merchant and finding no middle ground with the customer, customer was advised to consider options other than used auto parts in the future and to be aware of merchant policies prior to completing transactions.

MARKETING

Wildflower Alert Campaign. Local naturalists have assisted the Chamber with development of a photo bank of currently blooming desert wildflowers. News releases regarding our spectacular crop of desert wildflowers were submitted to hundreds of media outlets including local media; Coachella Valley media, National media including newspapers, television and radio (ABC, CBS, NBC, CNN, Newsweek, USA Today, Time, MSNBC, Washington Post, L.A. Times, etc.); major national magazines, major newspapers in California, Nevada, Arizona; national travel associations and publications (AAA, Aboard Inflight, Conde Naste, Mature Traveler, Sunset, etc); National Convention and Visitor Bureau associations, major media in Canada, Germany and Australia, and horticulture groups. A link in the news release points to the city's website where an article and photos of wild flowers have been loaded.

A second Wildflower Alert news release is being developed for release in April. This release will be sent to travel media around the world.

The Blend Magazine and its website, www.theblend.com, have begun bringing visitors and recognition to Twentynine Palms. Our dedicated page on The Blend's website at lists travel, attraction and other information. As an added benefit; local businesses may secure a **complimentary listing** of their contact information on this website. The Blend is a travel and entertainment magazine dedicated to the American southwest. *The Blend* is distributed throughout southern California and Arizona to high income populations known to travel. The February print issue was inserted into copies of the Observation Post which are distributed to military housing.

Visitors Guide - Work is nearly complete on the Morongo Basin Visitors Guide. Layout and galley proofs are being edited. Advertising sales are being curtailed as a publishing contract is being finalized. This project has taken longer than expected and the final product is more modest than originally planned. However, the benefit of all Morongo Basin communities working together to produce a mutually beneficial marketing piece is priceless. Future guides will be more efficiently and comfortably produced now that the groundbreaking effort has been established.

Tours, Conferences & Meetings

- Coordinated with Wild West Gran Prix Event Planner, David Oakley for food and lodging needs of participants. Submitted event to various entertainment and events publications and websites. The economic impact of this event will be included in a recap of this event.
- Assisted a camera club with lodging and dining needs. The club was originally interested only in photography within Joshua Tree National Park. They now indicate plans to return and explore our area in more depth.
- Assisted the Del Webb Sun City Palm Desert RV Group with dining and fuel resources, tour and activity planning and advance visitor information and materials for their 4 day visit. Greeted the group at a social gathering and provided newly received maps of adjacent wilderness areas.
- Continuing to work with Gadabout Vacations to be considered as a destination.

Other Marketing

- Continuing to work with City Manager on www.visit29.org. Meeting planning services and travel information will be available 24 hours.
- Continuing development of media contacts for use in marketing our community
- Obtained listing at CityTown.info, a directory of official, city & town, government & chamber of commerce, websites.
- Expanded selection of community materials available to patrons of 29 Palms RV and Golf Resort. Offered trip and tour planning to patrons.
- Submitting regular updates about 29 Palms events to the Hi-Desert Publishing "Things to Do and Places to Go!" publication.
- Submitting local events and attractions to California Happenings, Event Crazy and other travel-related publications and sites.
- Local art festival was submitted to Westways Magazine (a publication of AAA).
- Obtained listing on culturecalifornia.com for 29 Palms Street Fair & Car Show.
- Updated listing in Rainbow Resource Directory- a California guide to community services.

TECHNOLOGY & EQUIPMENT COMMITTEE

This Chamber committee is currently writing a request for proposal to be issued for a Visitor's Center computer system. This computer would be available to visitors to check their email, download and print brochures and other information about our area or to plan the next part of their trip.

BUSINESS & ECONOMIC DEVELOPMENT Roundtables

The Chamber's Business and Economic Development Committee has scheduled an Effective Business Signage Workshop for Saturday, May 15. Presenters will include a professor from L.A. Trade-Technical College who will educate local merchants on signage basics and the value of hand crafted wood signs in an art community. Local sign makers have been invited to make presentations and participate in the workshop.

LEGISLATIVE AFFAIRS

Endorsements

The Twentynine Palms Chamber of Commerce Board of Directors has signed on as a public supporter of the Local Taxpayers and Public Safety Protection Act aimed for the November 2004 ballot. This measure would increase local control over our local tax dollars without raising taxes. The Act ensures that local tax dollars to fund local services like police and fire, emergency and trauma care, parks, roads libraries and water delivery are not taken by the state. The measure also makes it absolutely clear that if the State Legislature mandates that local governments provide new or expanded programs or services, then the State would have to reimburse local governments for the cost of those programs.

MILITARY AFFAIRS

The Chamber is partnering with the Combat Center and MCCS in Operation Enduring Families 2. The Adopt-A-Unit Program has been very successful with over half the deployed units currently adopted by local businesses.

The Chamber will expect to host a "Doing Business With the Military" Workshop in the next few months. Local merchants will have the opportunity to learn how the military contracting and procurement system works and how they can take advantage of bidding opportunities.

M.A.C. Assistance Fund

The Chamber maintains a small fund of donated monies which has been set aside to assist military personnel and their families with urgent needs. Military personnel are eligible to apply for assistance upon referral from the Navy/Marine Corps Relief Society.

FAM Tours:

Community tours are offered to organizations aboard base on a scheduled tailored to their group. Organizations will establish a group of attendees and arrange for transportation. The Chamber will provide guides, informational materials, and breakfast or lunch for a nominal fee.

Military Events

Chamber representatives attended the Battle Colors Ceremony aboard MCAGCC on March 4.

Chamber representatives attended base Sgt. Major Clarke's Retirement and the Sergeants Major Post & Relief Ceremony on March 19.

EVENTS

Street Fair and Car Show

The 2004 Street Fair and Car Show will be held Friday, June 4 from 6 to 10 p.m. on the highway, downtown. News Releases sent to a wide audience have triggered interest from media and potential sponsors out of the Morongo Basin. This event was accepted by publication by Culture California and is now listed on culturecalifornia.com. The event has also been submitted to Westways Magazine, California Happenings, Event Crazy and other national and state publications. The event will be featured in the Twentynine Palms section of The Blend magazine's e-zine.

Local artist and graphic designer David Fick has been chosen to design the event poster. Car Show coordinator is Jim Woolsey. Sponsors are being recruited with assistance from Jan Peters. The Chamber has obtained different insurance which will allow us to relax the requirement for vendors to carry business liability insurance. This change will encourage and enable crafters to vend at this event.

Temporary Use Permit and CalTrans Encroachment Permit Applications have been submitted. Barricades and Temporary No Parking signs have been requested.

Pioneer Days 2004

Dates: October 14-17

Saturday- Military Appreciation Day

Theme: "29 Palms Rocks!"

Parade Grand Marshals: Bill & Betty Holmes

Graphic Artist Patrick Brink has been chosen to design this year's Pioneer Days button.

Other

Executive Director Dee Richhart will serve as a member of The Desert Trail Editorial Advisory Panel.



STAFF REPORT

APRIL 13, 2004

TO: CITY COUNCIL AND CITY MANAGER

FROM: COMMUNITY SERVICES DIRECTOR

SUBJECT: APPROVAL OF THEATRE 29 PARKING PROJECT

RECOMMENDATION

The City Council approve the awarding of the Theatre 29 Parking Project to Ficara Paving, in the amount of \$78,698.00 in funds from Community Development Block Grant Funds Theatre 29 Parking Project.

BACKGROUND

The City Council in March of 2003 approved the allocation of \$78,500 in Community Development Block Grant Funds toward the Theatre 29 Parking Project. The Theatre 29 Parking Project entails the installation of curb, gutter sidewalk and paving of 40+ parking spaces in front and west of the current Theatre 29 facility, currently the dirt parking lot.

The bid package for the Theatre 29 Parking Project went out in mid March, with a mandatory job walk on March 30th, with the bid closing on April 5, 2004. At the mandatory job walk, the City had three companies represented, with all three companies submitting bids. The lowest bid was from Ficara Paving \$78,698, J.D. Stine Construction \$87,525, and Commercial Diversified Inc. \$119,800.

The City of Twentynine Palms allocated \$78,500 in Community Development Block Grant Funds and recently reallocated an additional \$1,457 from a prior project just completed for a total allocation of \$79,957 for this project. The engineering for this project is \$10,000, which is being done by Charles Abbott and Associates. The cost of construction being awarded is \$78,698, and the total cost of the project is \$88,698. The additional \$8,471 will be paid for by the City General funds. The reason for this project coming in higher than anticipated is from the rising cost of oil, and the City's requirement for the curb, gutter, sidewalk, and match up paving.

Therefore, Staff's recommendation to the City Council is to approve the awarding of the Theatre 29 Parking Project to Ficara Paving in the amount of \$78,698.00, and permit Staff to execute the essential documents.

"We Create Community Through People, Parks, and Programs."

Twentynine Palms Chamber of Commerce
Phone Calls / Visitor Breakdown for the Month of March 2004

Subject	Phone Calls	Walk-Ins
Adopt a Marine Unit	7	
Art Galleries		4
Attorney	1	
Bank		1
Camping		10
Carpet Cleaner	1	
Chamber Business	143	37
City Park		2
Complaints	4	1
Computer Sales/Service/Questions		1
Conference Room	2	
Car Show	6	
Demographics	7	4
Dentist		
Directions	23	42
DMV	1	
Entertainment	5	8
Florist	2	
Gift Certificates	2	
Gift Shop		2
Golf	2	3
Government	14	5
General Information		13
Information 411	52	
Internet Access		7
Joshua Tree N.P.	10	49
Laundrymat		2
Lodging	9	7
Maps		18
Marketing	20	
Marine Corps Base	5	2
Miscellaneous	40	
Miss 29 Palms	2	
Mixers	19	
Mobile Home Parks	2	
Murals		48
Newspaper	2	
Off-roading		1
Packet Requests (Relocation)	1	2
Packet Requests (Visitors)	6	1
Phone Books	2	10
Pioneer Days	31	
Post Office		1
Property Search	1	
Real Estate	15	7
Relocation Information	1	3
Rentals, Homes, Apartments, Business	7	5
Rotary Carnival	1	
Restaurants	3	18
Restroom Keys		10
RV Parks		16

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Phone Calls / Visitor Breakdown for the Month of March 2004

Schools	1	
Street Fair	16	
Sunrunner Magazine		1
Taxes	2	
The Integratron	2	1
Transportation, Bus/Air/Cabs/etc.	12	1
UPS drop		1
Water Delivery	1	
Weather	12	
TOTAL	495	344
Packets Mailed	18	